



*City of Arts & Innovation*

## News Release



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### **Riverside City Hall named “Bicycle Friendly Business” by League of American Bicyclists**

**Riverside, Calif.** – As businesses race to retrofit their buildings, streamline waste policies, and purchase more and more recycling bins, some companies have already targeted a free and easy way to be more environmentally conscious --- bicycling.

On this Earth Day, the League of American Bicyclists recognized City of Riverside City Hall with a Bronze Bicycle Friendly Business (BFB) award for leading America toward a greener future.

“This is very exciting news” said Riverside Mayor Rusty Bailey, an avid cyclist himself. “Riverside is a city that is Fit Fresh & Fun and this designation reaffirms city leaders’ strong support for alternative modes of transportation and furthering a sustainable way of life.”

With the announcement of 63 new BFBs today in 44 states and Washington, D.C., City of Riverside City Hall joins a visionary group of more than 500 local businesses, government agencies and Fortune 500 companies across the United States that are transforming the American workplace.

“More and more business leaders are realizing that bicycling is a simple and cost-effective way to move toward a more productive company,” said Andy Clarke, President of the League of American Bicyclists. “Promoting healthy transportation is increasingly attractive to employers and prospective employees – and it’s moving America toward a more sustainable future.”

Creating a bicycle friendly environment at City Hall has encouraged staff to consider an alternate form of transportation and promotes active living for the residents of Riverside. Riverside City Hall encourages bicycling as an easy option for transportation and provides amenities such as safe and secure bicycle parking for employees and visitors and other ride share incentives.

Moving forward, City of Riverside City Hall will have access to a variety of free tools and technical assistance from the League to become even more bicycle-friendly. Increased participation can

reduce our carbon footprint, improve employee health and reduce health care costs plus it creates a fun and healthy work culture, and connects employees to the community.

To apply or learn more about the free BFB program, visit the League online at [bikeleague.org/businesses](http://bikeleague.org/businesses)

#### About the Bicycle Friendly America Program

The Bicycle Friendly Community, Bicycle Friendly State, Bicycle Friendly Business and Bicycle Friendly University programs are generously supported by program partners Bikes Belong and Trek Bicycle. To learn more about building a Bicycle Friendly America, visit <http://www.bikeleague.org/programs/bicyclefriendlyamerica/>

The League of American Bicyclists promotes bicycling for fun, fitness and transportation, and works through advocacy and education for a bicycle-friendly America. The League represents the interests of America's 57 million bicyclists, including its 300,000 members and affiliates. For more information or to support the League, visit [www.bikeleague.org](http://www.bikeleague.org).

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